

This listing of claims replaces all prior versions and listings of claims in this Application.

LISTING OF CLAIMS:

1. *(Currently Amended)* A computer-implemented decision analysis system; that facilitates commerce-related decision making by integrating a values-based demand component for buyers and a values-based supply component for sellers with feedback loops between the components and value optimization algorithms that enable the system to identify beneficial commercial transactions for participating parties, the system comprising:

means for creating a demand component comprising at least one demand-oriented, values-based decision analysis component, the demand component being based on:

i) a set of demand values associated with a buyer and a quantifiable metric associated with each demand value;

ii) a set of demand value tradeoffs showing how the buyer would trade one demand value for another demand value and showing how demand values mathematically relate to one common financial metric;

iii) a set of demand information components, each defined in terms of a probability or a probability distribution; and

iv) a set of buyer alternatives that represent at least one of products and services the buyer is capable of purchasing;

means for creating a supply component comprising at least one supply-oriented, values-based decision analysis component, the supply component being based on:

i) a set of supply values associated with a seller, and a quantifiable metric associated with each supply value;

ii) a set of supply value tradeoffs showing how the seller would trade one supply value for another supply value and showing how supply values mathematically relate to one common financial metric;

iii) a set of seller information components, each defined in terms of a probability or a probability distribution; and

iv) a set of seller alternatives that represent at least one of products and services the seller is capable of selling;

means for combining the demand values, the supply values, the demand value tradeoffs, the supply value tradeoffs, the buyer information components and the seller information components to evaluate risk and return characteristics of the buyer alternatives and the seller alternatives; and

means for performing sensitivity analysis to show how the risk and return characteristics of the buyer alternatives and the seller alternatives change as the demand values, the supply values, the demand value tradeoffs, the supply value tradeoffs, the buyer information components and the seller information components change.

2. **(Currently Amended)** The system of claim 1, wherein the at least one demand-oriented, values-based decision analysis component, and the at least one supply-oriented, values-based decision analysis component each comprises at least one object-oriented analytical model that shows both graphically and mathematically how the demand values, the supply values, the buyer information components and the seller information components are related in order to calculate the demand value tradeoffs, the supply value tradeoffs, risk and return.

3. **(Currently Amended)** The system of claim 2, wherein each object-oriented analytical model collects user information while assisting users in a commercial decision making process and is able to share the user information with ~~is adapted to utilize information received by other object-oriented analytical models, wherein user information collected includes at least value assessments, value tradeoffs, probability assessments, alternatives considered, and alternatives selected.~~

4. **(Currently Amended)** The system of claim 1, wherein the at least one

demand-oriented, values-based decision analysis component comprises a buy component for assisting a customer in choosing a product among a plurality of products.

5. **(Original)** The system of claim 4, wherein the buy component comprises an object-oriented analytical model.

6. **(Currently Amended)** The system of claim 1, wherein the at least one ~~demands~~supply-oriented, values-based decision analysis component comprises a sell component for assisting a user in ~~offering~~ determining how to offer already built products to customers.

7. **(Original)** The system of claim 6, wherein the sell component comprises an object-oriented analytical model.

Claims 8 and 9. **(Canceled)**

10. **(Currently Amended)** The system of claim 1, wherein the at least one supply-oriented, values-based decision analysis component comprises a build component for assisting a user in determining products to ~~offer~~ build.

11. **(Original)** The system of claim 10, wherein the build component comprises an object-oriented analytical model.

12. **(Currently Amended)** The system of claim 1, wherein the feedback loops are created so that demand information gathered by the demand component in the process of helping customers make purchase decisions is utilized by the supply component, and supply information gathered by the supply component in the process of helping providers make, build or offer decisions is utilized by the demand component.

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Reply and Amendment

Claims 13-68. (*Cancelled*)